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VOCABULARY

Bangemann Report (full title “Europe and the Global Information Society. Recommendations to the European Council (1994)) was devoted to the specific measures to be taken into consideration by the European Community and the Member States for the infrastructures in the sphere of information.

The report draws the attention to the next issues: 1. Europe's ability to participate, to adapt and to exploit the new technologies and the opportunities they create, will require partnership between individuals, employers, unions and governments dedicated to managing change. 2. Technological progress and the evolution of the market mean that Europe must make a break from policies based on principles which belong to a time before the advent of the information revolution. 3. The key issue for the emergence of new markets is the need for a new regulatory environment allowing full competition. This will be a prerequisite for mobilising the private capital necessary for innovation, growth and development. 4. Creativity and innovation are two of the Union's most important assets. Their protection must continue to be a high priority, on the basis of balanced solutions which do not impede the operation of market forces. 5. Communications systems combined with advanced information technologies are keys to the information society. The constraints of time and distance have been removed by networks (e.g. telephone, satellites, cables) which carry the information, basic services (e.g. electronic mail, interactive video) which allow people to use the networks and applications (e.g. distance learning, teleworking) which offer dedicated solutions for user groups. 6. The creation of the information society in Europe should be entrusted to the private sector and to market forces.

Digital (virtual, e-) diplomacy has been defined as 1) the use of the Internet and new information communication technologies to help achieve diplomatic objectives, 2) the growing use of ICTs and social media platforms by a country in order to achieve its foreign policy goals and practice Public Diplomacy. The UK Foreign and Commonwealth Office defines D.D. as solving foreign policy problems using the internet, a narrower definition excludes internal electronic collaboration tools and mobile phone diplomacy (*See* Public Diplomacy, Facebook Diplomacy).

Digital Divide (gap) is an economic and social inequality with regard to access to, use of, or impact of ICTs. The term describes a gap in terms of access to and usage of ICTs, including the skills to make use of those technologies within a geographic area, society or community. There are several forms of digital divides, namely, 1) those who have computers and Internet access vs. those who don't, 2) those who are able to use digital contents vs. those who don't, 3) those who are able to produce digital contents vs. those who don't. The divide within countries may refer to inequalities between individuals, households, businesses, or geographic areas, usually at different socioeconomic levels or other demographic categories. The divide between different countries or regions of the world is referred to as the global digital

divide, examining this technological gap between developing and developed countries on an international scale.

Communication policy is the activity of a state, its institutions directed at the formation and support of the processes of social and political information exchange necessary for the functioning of a political system, the circulation of this information among institutions, political and social groups, elites and masses. C.P. has two levels of information flows: 1) vertical (from elites to masses), 2) horizontal (among individuals, groups). C.P. is realized by mass media, political, public organizations, informal contacts, communicative situations and activities (elections, referenda etc.).

Functions of the C.P.: to form, strengthen or change the way of thinking, attitudes and actions of social subjects as to a political system and regime; to agree, coordinate, and harmonize interests, positions, activity of the main social, political groups; to regulate political relations; to integrate the society or social groups; to optimize the governance activity and political decisions; to stabilize the political system.

Computer ethics concerns how computing professionals should make decisions regarding professional and social conduct. There are a number of computer based ethical dilemmas that are frequently discussed. For instance, there are now many ways to gain information about others that were not available, or easily available, before the rise of computers. Thus ethical issues about storage of personal information are now becoming an ever increasing problem. With more storage of personal data for social networking arises the problem of selling that information for monetary gain. This gives rise to different ethical situations regarding access, security, and the use of hacking in positive and negative situations.

Situations regarding the copyright infringement of software, music, movies, are widely becoming discussed, with the rise of file sharing programs. The ethical question that arises from software piracy is whether it is immoral or wrong to copy software, music, or movies. The next ethical problems are if the Internet fosters democracy and freedom of speech what are the ethical implications of this process on the world? Is the society morally obligated to eliminate digital divide and spread the ability to access different forms of electronic communication?

Council of Europe (CoE), founded in 1949, is an international organization focused on promoting democracy, rule of law, human rights, economic development and integration of certain regulatory functions in Europe. The aim of the CoE is to achieve a greater unity between its members for the purpose of safeguarding and realising the ideals and principles which are their common heritage and facilitating their economic and social progress. Membership is open to all European states who seek harmony, cooperation, good governance and human rights, accepting the principle of the rule of law and are able and willing to guarantee democracy, fundamental human rights and freedoms. Unlike the EU, the Council of Europe cannot make binding laws, but it does have the power to enforce select international agreements reached by European states on various topics. CoE member states

maintain their sovereignty but commit themselves through conventions/treaties (international law) developed by working together at the CoE and co-operate on the basis of common values and common political decisions.

CoE has 47 member states. Its membership is open to all European states which seek European integration, accept the principle of the rule of law and are able and willing to guarantee democracy, fundamental human rights and freedoms. No country has ever joined the EU without first belonging to the Council of Europe.

Council of the European Union decides on policies and adopts legislation. Its work is carried out in Council meetings that are attended by one minister from each of the EU's national governments. The purpose of these gatherings is to: discuss, agree, amend and, finally, adopt legislation; coordinate the Member States' policies; or define the EU's foreign policy. Which ministers attend which Council meeting depends on the subjects on the agenda.

The Council has five key responsibilities: 1) to pass European laws. In most fields, it legislates jointly with the European Parliament; 2) to coordinate the Member States' policies, eg., in the economic field; 3) to develop the EU's common foreign and security policy, based on guidelines set by the European Council; 4) to conclude international agreements between the EU and one or more states or international organisations; 5) to adopt the EU's budget, jointly with the European Parliament.

The Presidency of the Council rotates between the Member States every six months. It is not the same as the President of the European Council. The responsibility of the government holding the Presidency is to organise and chair the different Council meetings.

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet. The C. model is fueled by three types of actors: the project initiator who proposes the idea and/or project to be funded; individuals or groups who support the idea; and a moderating organization (the "platform") that brings the parties together to launch the idea. Types of C.: 1) reward-based crowdfunding: entrepreneurs pre-sell a product or service to launch a business concept without incurring debt or sacrificing equity/shares (eg. motion picture promotion, free software development, inventions development, scientific research, and civic projects), 2) equity-based crowdfunding: the backer receives unlisted shares of a company, usually in its early stages, in exchange for the money pledged. The company's success is determined by how successfully it can demonstrate its viability (the collective effort of individuals to support efforts initiated by other people or organizations through the provision of finance in the form of equity).

Cultural diplomacy is a type of public diplomacy and soft power that includes the exchange of ideas, information, art and other aspects of culture among nations and their peoples in order to foster mutual understanding. The purpose of C.D. is for the people of a foreign nation to develop an understanding of the nation's ideals and institutions in an effort to build broad support for economic and political goals.

Though often overlooked, C.D. can and does play an important role in achieving national security aims. Ultimately, the goal of C.D. is to influence a foreign audience and use that influence, which is built up over the long term, as a sort of good will reserve to win support for policies. It seeks to harness the elements of culture to induce foreigners to: 1) have a positive view of the country's people, culture and policies, 2) induce greater cooperation between the two nations, 3) aid in changing the policies or political environment of the target nation, 4) prevent, manage and mitigate conflict with the target nation.

In turn, C.D. can help a nation better understand the foreign nation it is engaged with and foster mutual understanding. C.D. is a way of conducting international relations without expecting anything in return in the way that traditional diplomacy typically expects. Cultural exchange programs work as a medium to relay a favourable impression of the foreign country in order to gain outsiders' understanding and approval in their cultural practices and naturalize their social norms among other cultures. Generally, C.D. is more focused on the longer term and less on specific policy matters.

Cybercrime is crime that involves a computer and a network. The computer may have been used in the commission of a crime, or it may be the target. **C.** means offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm, or loss, to the victim directly or indirectly, using modern telecommunication networks such as Internet (chat rooms, emails, notice boards and groups) and mobile phones (SMS/MMS). Such crimes may threaten a nation's security and financial health. Issues surrounding these types of crimes have become high-profile, particularly those surrounding hacking, copyright infringement, child pornography, and child grooming. There are also problems of privacy when confidential information is intercepted or disclosed, lawfully or otherwise. Internationally, both governmental and non-state actors engage in **C.**, including espionage, financial theft, and other cross-border crimes. Additionally, **C.** also includes traditional crimes conducted through the Internet. For example; hate crimes, telemarketing and Internet fraud, identity theft, and credit card account thefts are considered to be cyber crimes when the illegal activities are committed through the use of a computer and the Internet.

Cyberterrorism is the act of Internet terrorism in terrorist activities, including acts of deliberate, large-scale disruption of computer networks, especially of personal computers attached to the Internet, by the means of tools such as computer viruses. Objectives may be political or ideological since this can be seen as a form of terrorism. There is much concern from government and media sources about potential damages that could be caused by cyberterrorism, and this has prompted official responses from government agencies.

Several minor incidents of cyberterrorism have been documented. Not to be mixed with Internet and terrorism. The internet is an electronic media that has been used to foster terror related activities by assisting with the self radicalization process

of individuals. This medium allows information to be easily distributed to those seeking conversion to a particular ideology. The activities include promotion of terror manifestos and ideology, attracting recruitment, psychological warfare, deceptions, communication and networking, fundraising, and attacks on the networks of security authorities.

Cyberwarfare has been defined as actions by a nation-state as well as non-state actors (terrorist groups, companies, political or ideological extremist groups, hackers, and transnational criminal organizations) to penetrate another nation's computers or networks for the purposes of causing damage or disruption. Some governments have made it an integral part of their overall military strategy, with some having invested heavily in C.W. capability. C.W. involves the actions by a nation-state or international organization to attack and attempt to damage another nation's computers or information networks through, for example, computer viruses or denial-of-service attacks.

Data bank is a repository of information on one or more subjects that is organized in a way that facilitates local or remote information retrieval. A data bank may be either centralized or decentralized. In computers the data bank is the same as in telecommunication (i.e. it is the repository of data. The data in the data bank can be things such as credit card transactions or it can be any data base of a company where large quantities of queries are being processed on daily bases). Data bank may also refer to an organization primarily concerned with the construction and maintenance of a database (*See Database*).

Database refers to a set of related data and the way it is organized. Access to these data is usually provided by a "database management system" (DBMS) consisting of an integrated set of computer software that allows users to interact with one or more databases and provides access to all of the data contained in the database (although restrictions may exist that limit access to particular data). The DBMS provides various functions that allow entry, storage and retrieval of large quantities of information and provides ways to manage how that information is organized. The term "database" is often used casually to refer to both a database and the DBMS used to manipulate it.

Disinformation is intentionally false or inaccurate information that is spread deliberately. It is an act of deception and false statements to convince someone of untruth. Unlike traditional propaganda techniques designed to engage emotional support, D. is designed to manipulate the audience at the rational level by either discrediting conflicting information or supporting false conclusions. A common disinformation tactic is to mix some truth and observation with false conclusions and lies, or to reveal part of the truth while presenting it as the whole.

Another technique of concealing facts, or censorship, is also used if the group can affect such control. When channels of information cannot be completely closed, they can be rendered useless by filling them with D. and discrediting the opposition

by association with many easily disproved false claims. In espionage or military intelligence, D. is the deliberate spreading of false information to mislead an enemy as to one's position or course of action. In politics, D. is the deliberate attempt to deflect voter support of an opponent, disseminating false statements of innuendo based on a candidate's vulnerabilities as revealed by opposition research. In both cases, it also includes the distortion of true information in such a way as to render it useless.

D. may include distribution of forged documents, manuscripts, and photographs, or spreading dangerous rumours and fabricated intelligence. Its techniques may also be found in commerce and government, used to try to undermine the position of a competitor.

“e-Europe” Initiative was launched in December 1999 to ensure the EU fully benefits from the changes the Information Society is bringing. E-Europe’s key objectives are to bringing every citizen, home and school, every business and administration, into the digital age and online. It plans to create a digitally literate Europe, supported by an entrepreneurial culture ready to finance and develop new ideas. eEurope also wants to ensure the whole process is socially inclusive, builds consumer trust and contributes to social cohesion. To achieve the above objectives the e-Europe action plan has set out a set of key action lines: 1) providing fast access to the internet at cheap prices, mainly through telephone lines or cable but also using wireless technologies (3G mobile phones, WI-FI) and even satellite; 2) making sure electronic networks are free from hackers and viruses and safe enough to build consumer confidence in electronic payments; 3) making sure the information society is accessible to the largest number of citizens, overcoming geographical and social differences; 4) bringing public administrations closer to citizens and businesses by providing modern online public services by 2005 - mainly through high-speed internet connections (broadband).

E-governance (electronic governance) is the application of ICTs for delivering government services, exchange of information communication transactions, integration of various stand-alone systems and services between government-to-customer (G2C), government-to-business (G2B), government-to-government (G2G) as well as back office processes and interactions within the entire government framework. Through e-governance, government services will be made available to citizens in a convenient, efficient and transparent manner. The three main target groups that can be distinguished in governance concepts are government, citizens and businesses/interest groups. In e-governance there are no distinct boundaries.

E-government (also known as **e-gov, Internet government, digital government, online government, connected government**) refers to the utilization of ICTs, and other web-based telecommunication technologies to improve and/or enhance on the efficiency and effectiveness of service delivery in the public sector. E-G. promotes and improves broad stakeholders contribution to national and community development, as well as deepen the governance process. E-G. consists of

the digital interactions between a citizen and their government (C2G), between governments and government agencies (G2G), between government and citizens (G2C), between government and employees (G2E), and between government and businesses/commerce (G2B).

EU audiovisual policy covers audiovisual and media sector of the EU. It is designed to increase levels of media literacy and support the digital distribution of audiovisual works. The EU AVP is implemented in 4 ways: 1. Regulatory framework – mainly the Audiovisual Media Services Directive, which aims to create an effective single European market for audiovisual media; EU Recommendations on protecting children/minors online and European film heritage. 2. Funding programmes – e.g. MEDIA, to complement national systems. 3. Other measures – e.g. to promote online distribution of content (content online and media literacy) and media pluralism. 4. Action outside the EU – especially defending European cultural interests in the World Trade Organization.

EU communication policy is a complex of principles and measures directed at objective and impartial manners of distributing information, establishing transparent relations between the government and the civil society, listening to the needs and demands of citizens, and involving citizens in the participation in the decision-making process. The EU C.P. is grounded in the following principles: 1) *listening*, because communication is a dialogue and European citizens want to be heard and influence the EU policy through active participation; 2) *communicating*: citizens should be informed in simple terms about the impact of EU policies and activities on their daily lives; 3) *connecting with citizens by “going local”*: all EU activities should focus on solving demographic, national, and local problems through channels citizens prefer and in the language they understand.

EU multilingualism is the ability of all European citizens to understand and use a wide range of foreign languages. It is central to the European Union’s effort to develop a more dynamic and competitive knowledge-based economy, to increase the number of available jobs and improve their quality, and to ensure that European companies are able to compete advantageously in a global market. In addition, language learning promotes mutual understanding and greater tolerance of other cultures, and is relevant for two of the other objectives: developing skills for the knowledge society; and supporting active citizenship, equal opportunities and social cohesion.

European Council defines political direction and priorities, it brings together the EU’s top political leaders, i.e. Prime Ministers and Presidents along with its President and the President of the Commission. They meet at least four times a year (additional extraordinary or informal meetings may be called to address urgent issues in need of decisions at the highest level, e.g., in economic affairs or foreign policy) to give the EU as a whole general political direction and priorities. The High

Representative of the Union for Foreign Affairs and Security Policy also takes part in the meetings.

As a summit meeting of the Heads of State or Government of all the EU countries, the European Council represents the highest level of political cooperation between the Member States. The leaders decide by consensus on the overall direction and priorities of the Union, and provide the necessary impetus for its development. The European Council does not adopt legislation. At the end of each meeting it issues “conclusions”, which identify major issues to be dealt with by the Council. They may also invite the European Commission to come forward with proposals addressing a particular challenge or opportunity facing the Union.

The work of the European Council is coordinated by its President, who is responsible for convening and chairing European Council meetings and driving forward its work. He / she also represents the Union to the outside world. The President is elected by the European Council for a once-renewable term of two and a half years.

European Data Protection Supervisor (EDPS) is charged with protecting personal data of EU citizens and people’s privacy, and with promoting good practice in this field among the EU institutions and bodies. Strict European regulations govern EU institutions’ use of citizens’ personal data (names, addresses, health data or employment history) and protection of this information is a fundamental right. Each EU institution has a data protection officer who ensures that certain obligations are respected, eg., that data can only be processed for specific and legitimate reasons. EDPS other tasks include: monitoring the EU administration’s processing of personal data; advising on policies and legislation that affect privacy; cooperating with similar authorities in the Member States to ensure consistent data protection.

European Ombudsman investigates complaints about cases of poor or failed administration (maladministration) by the EU institutions, in other words, cases where an EU institution fails to do something it should have done, or does it in the wrong way, or does something that ought not to be done. Examples of maladministration include: unfairness; discrimination; abuse of power; lack or refusal of information; unnecessary delay; incorrect procedures.

Any citizen or resident of an EU Member State can make a complaint to the Ombudsman, as can any association or business. The Ombudsman only deals with EU institutions and bodies, not with complaints against national, regional or local government authorities or institutions. The Ombudsman operates completely independently and impartially and does not request or accept instructions from any government or organisation.

European Parliament is the legislative arm of the EU. It is directly elected by EU citizens to represent their interests. Elections are held every five years and all EU citizens over 18 years old (16 in Austria) are entitled to vote. The Parliament has 766 MEPs from all 28 Member States. The official seat of the European Parliament is in Strasbourg (France), although the institution has three places of work: Strasbourg,

Brussels (Belgium) and Luxembourg. The main meetings of the whole Parliament, known as 'plenary sessions', take place in Strasbourg 12 times per year. Additional plenary sessions are held in Brussels. Committee meetings are also held in Brussels.

The Parliament has three main roles: 1) it shares with the Council the power to legislate, i.e., to pass laws. The fact that it is a directly elected body helps guarantee the democratic legitimacy of European law; 2) it exercises democratic supervision over all EU institutions, and in particular the Commission. It has the power to approve or reject the nomination of the President of the Commission and Commissioners, and the right to censure the Commission as a whole; 3) it shares authority with the Council over the EU budget and can therefore influence EU spending. At the end of the budget procedure, it adopts or rejects the budget in its entirety.

Parliament's work is divided into two main stages: 1) preparing for the plenary session: this is done by the MEPs in the 20 parliamentary committees that specialise in particular areas of EU activity, for example the ECON Committee for Economic and Monetary Affairs or the INTA Committee for International Trade. The issues for debate are also discussed by the political groups; 2) the plenary session itself: plenary sessions, attended by all MEPs, are normally held in Strasbourg (one week per month) and sometimes additional sessions are held in Brussels. At plenary sessions, Parliament examines proposed legislation and votes on amendments before coming to a decision on the text as a whole. Other items on the agenda may include Council or Commission 'communications' or questions about what is going on in the EU or in the wider world.

European Union (EU) is an economic-political union of 28 member states that are located primarily in Europe. The unique feature of the EU is that, although these are all sovereign, independent countries, they have pooled some of their 'sovereignty' in order to gain strength and the benefits of size. Pooling sovereignty means, in practice, that the Member States delegate some of their decision-making powers to the shared institutions they have created, so that decisions on specific matters of joint interest can be made democratically at European level. The EU thus sits between the fully federal system found in the United States and the loose, intergovernmental cooperation system seen in the United Nations.

The European Union is based on the rule of law. This means that every action taken by the EU is founded on treaties that have been approved voluntarily and democratically by all EU countries. The treaties are negotiated and agreed by all the EU Member States and then ratified by their parliaments or by referendum. The treaties lay down the objectives of the European Union, the rules for EU institutions, how decisions are made and the relationship between the EU and its Member States.

The EU treaties: 1) the Treaty of Paris, establishing the European Coal and Steel Community, was signed in Paris on 18 April 1951 and entered into force in 1952. It expired in 2002; 2) the Treaties of Rome, establishing the European Economic Community (EEC) and the European Atomic Energy Community (Euratom), were signed in Rome on 25 March 1957 and came into force in 1958; 3) the Single European Act (SEA) was signed in February 1986 and came into force in 1987. It amended the EEC Treaty and paved the way for completing the single market; 4) the

Treaty on European Union — the Maastricht Treaty — was signed in Maastricht on 7 February 1992 and came into force in 1993. It established the European Union, gave the Parliament more say in decision-making and added new policy areas of cooperation; 5) the Treaty of Amsterdam was signed on 2 October 1997 and came into force in 1999. It amended previous treaties; 6) the Treaty of Nice was signed on 26 February 2001 and entered into force in 2003. It streamlined the EU institutional system so that it could continue to work effectively after the new wave of Member States joined in 2004; 7) the Treaty of Lisbon was signed on 13 December 2007 and came into force in 2009. It simplified working methods and voting rules, created a President of the European Council and introduced new structures with a view to making the EU a stronger actor on the global stage.

European Union Commission is an executive arm of the EU that proposes laws, polices agreements and promotes the Union. It is the politically independent institution that represents and upholds the interests of the EU as a whole. The term “Commission” is used in two senses: 1) it refers to the “Members of the Commission”, i.e. the team of men and women appointed by the Member States and Parliament to run the institution and take its decisions; 2) the term refers to the institution itself and to its staff. Informally, the Members of the Commission are known as “Commissioners”.

The European Commission has four main roles: 1) to propose legislation to Parliament and the Council; 2) to manage and implement EU policies and the budget; 3) to enforce European law (jointly with the Court of Justice); 4) to represent the Union around the world.

The Commission remains politically answerable to Parliament, which has the power to dismiss it by adopting a motion of censure. The Commission attends all the sessions of Parliament, where it must clarify and justify its policies. It also replies regularly to written and oral questions posed by Members of Parliament.

European Union decision-making involves various European institutions, in particular:

1) the European Parliament, which represents the EU’s citizens and is directly elected by them; 2) the European Council, which consists of the Heads of State or Government of the EU Member States; 3) the Council, which represents the governments of the EU Member States; 4) the European Commission, which represents the interests of the EU as a whole.

The European Council defines the general political direction and priorities of the EU but it does not exercise legislative functions. Generally, it is the European Commission that proposes new laws and it is the European Parliament and Council that adopt them. The Member States and the Commission then implement them.

There are several types of legal acts which are applied in different ways: 1) a regulation is a law that is applicable and binding in all Member States directly. It does not need to be passed into national law by the Member States although national laws may need to be changed to avoid conflicting with the regulation; 2) a decision can be addressed to Member States, groups of people, or even individuals. It is

binding in its entirety. Decisions are used, for example, to rule on proposed mergers between companies; 3) recommendations and opinions have no binding force.

Europe's Digital Agenda is an initiative offered by the European Commission in May 2010. It forms one of the seven pillars of the Europe 2020 Strategy which sets objectives for the growth of the EU by 2020. E.D.A. proposes to better exploit the potential of ICTs in order to foster innovation, economic growth and progress. Its main objective is to develop a digital single market in order to generate smart, sustainable and inclusive growth in Europe. The Agenda is to overcome the next obstacles: fragmented digital markets; lack of interoperability; rising cybercrime and risk of low trust in networks; lack of investment in networks; insufficient research and innovation efforts; lack of digital literacy and skills; missed opportunities in addressing societal challenges.

Facebook ambassador is a generic term representation as an idiom or neologism that can be attributed to individual users on Facebook who have developed a Facebook page presence and professional representation on Facebook as an “ambassador” of “networking” that promote their agendas in a general socially beneficial manner and ideally a cooperative way in their representative appearance to other Facebook users by following Facebook best practices, strictly adhering to Facebook's policies, and by following selective hybridized protocols conducive to the generation of compounded social networking activity as a virtual communitarian, and peacemaker to promote multiple social causes and other socially beneficial activities.

Facebook diplomacy describes the potential “soft power” that can be created with Internet social networking tools like Facebook to counter terrorism, and interfere with repressive governments and militant groups. The term was coined in October 2008 in casual notes exchanged on Twitter, in connection to U.S. President B. Obama's electoral political campaign's keen use of Facebook and other social network websites. F.D. is a user created hybrid of public diplomacy and citizen diplomacy as applied in the Facebook social networking platform. Other terms that have also evolved in this diplomacy category include Twitter diplomacy, Google diplomacy and digital diplomacy.

Hard power is the use of military and economic means to influence the behavior or interests of other political bodies. This form of political power is often aggressive (coercion), and is most effective when imposed by one political body upon another of lesser military and/or economic power. Hard power contrasts with soft power, which comes from diplomacy, culture and history.

According to J. Nye, the term is “the ability to use the carrots and sticks of economic and military might to make others follow your will.” Here, “carrots” are inducements such as the reduction of trade barriers, the offer of an alliance or the promise of military protection. On the other hand, “sticks” are threats including the use of coercive diplomacy, the threat of military intervention, or the implementation of economic sanctions. For example, the United States' attack on Iraq in 2003 was

based on the concerns about Iraq's possession of weapons of mass destruction. In part by referring to "War on Terrorism," George W. Bush administration used hard power measures to uproot Iraqi dictator Saddam Hussein and to handle subsequent crisis in Iraq.

Inclusion political is the right to political participation and to political representation of persons, groups irrespective of their background, age, race, religion, gender, ethnicity, sexual orientation. The UNESCO refers to I.P. the rights of migrants to political participation and to political representation on the same legal basis as host populations thus developing a notion of membership to a city's population. This can be done by extending voting rights for local elections or creating advisory councils of diverse migrant communities. I.P. is aimed to establish mechanisms to provide all city inhabitants with access to transparent public information (in particular, essential information should be published in the city's most common languages); to promote measures for participation in electoral processes; to promote the political and social participation of people that do not enjoy the right to vote in local elections.

Information activity of a diplomatic mission is based on open information sources and is carried out by means of monitoring of mass media, electronic publications, public opinion surveys, analyses of letters and appeals, collection and analysis of information on the following items: 1) information of the general character (political, economic, military etc.) about the subjects of international relations; this information is used as the ground for long-term forecasts elaboration and foreign political decisions making; 2) special information on specific branches of international cooperation as well as the condition of domestic policy; this information is a part of general strategic planning and the object of professional specialized research; 3) information of personal character.

Information and communications technology (ICT) is an extended term for information technology which stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information. The term ICT is also used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system. The broadness of ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form, e.g. personal computers, digital television, email, robots.

Information culture is 1) the relationship between individuals and information in their work, 2) culture that is conducive to effective information management where the value and utility of information in achieving operational and strategic goals is recognized, where information forms the basis of organizational decision making and Information Technology is readily exploited as an enabler for effective information

systems, 3) a part of the whole organizational culture where evaluation and attitudes towards information depend on the situation in which the organization works, 4) the environment where knowledge is produced with social intelligence, social interaction and work knowledge.

I.C. contains six information behaviors and values, namely, 1) *information integrity* is defined as the use of information in a trustful and principled manner; 2) *information formality* is the willingness to use and trust formal information over informal sources; 3) *information control* is the extent to which information is used to manage and monitor performance; 4) *information transparency* is the openness in reporting on errors and failures; 5) *information sharing* is the willingness to provide others with information; 6) *proactiveness* is actively using new information to innovate and respond quickly to changes.

Information/cyber security is the protection of information systems from theft or damage to the hardware, the software, and to the information on them, as well as from disruption or misdirection of the services they provide. It includes controlling physical access to the hardware, as well as protecting against harm that may come via network access, data and code injection, and due to malpractice by operators, whether intentional, accidental, or due to them being tricked into deviating from secure procedures. It focuses on protecting computers, networks, programs and data from unintended or unauthorized access, change or destruction. Network outages, data compromised by hackers, computer viruses and other incidents affect our lives in ways that range from inconvenient to life-threatening. As the number of mobile users, digital applications and data networks increase, so do the opportunities for exploitation. Governments, military, corporations, financial institutions, hospitals and other businesses collect, process and store a great deal of confidential information on computers and transmit that data across networks to other computers. With the growing volume and sophistication of cyber attacks, ongoing attention is required to protect sensitive business and personal information, as well as safeguard national security.

Information ethics is the branch of ethics that focuses on the relationship between the creation, organization, dissemination, and use of information, and the ethical standards and moral codes governing human conduct in society. It provides a critical framework for considering moral issues concerning informational privacy, moral agency (e.g. whether artificial agents may be moral), new environmental issues (especially how agents should behave in the infosphere), problems arising from the life-cycle (creation, collection, recording, distribution, processing, etc.) of information (especially ownership and copyright, digital divide, and digital rights). Information ethics is related to the fields of computer ethics and the philosophy of information.

I.E. broadly examines issues related to ownership, access, privacy, security, and community. Many of these issues are difficult or impossible to resolve due to fundamental tensions between Western moral philosophies (based on rules, democracy, individual rights, and personal freedoms) and the traditional Eastern

cultures (based on relationships, hierarchy, collective responsibilities, and social harmony).

Information infrastructure is technological and non-technological elements that are linked, that is, all of the people, processes, procedures, tools, facilities, and technology which support the creation, use, transport, storage, and destruction of information. I.I. is a technical structure of an organizational form, an analytical perspective or a semantic network. I.I. includes the Internet, health systems and corporate systems, innovations such as Facebook, LinkedIn and MySpace etc. Governments, businesses, communities, and individuals can work together to create a global information infrastructure which links the world's telecommunication and computer networks together and would enable the transmission of every conceivable information and communication application.

Information policy is the set of all public laws, regulations and policies that encourage, discourage, or regulate the creation, use, storage, access, and communication and dissemination of information. It includes any other decision-making practice with society-wide constitutive efforts that involve the flow of information and how it is processed.

I.P. is concerned with the use of information for democratization and commercialization of social life. These issues include, inter alia, digital environment, such as intellectual property, economic regulations, freedom of expression, confidentiality or privacy of information, information security, access management, and regulating how the dissemination of public information occurs. In the context of an information lifecycle, I.P. refers to the laws and policies that deal with the stages information goes through beginning with its creation, through its collection, organization, dissemination, and finally to its destruction. In the context of public administration, I.P. is the means by which government employees, institutions, and information systems adapt themselves to an environment in rapid fluctuation and use information for decision-making. I.P. is a combination of several varying disciplines including information science, economics, law, and public policy.

Information resource is 1) an element of infrastructure that enables the transaction of certain selected significant and relevant data, prepared so as to provide content and information services that can be used directly by the user; 2) a collection of valuable information generated by human activities. In a broader sense, it also includes related equipment, personnel, and capital, 3) the data and information used by an organization.

Types of I.R.: protected information the access to which is regulated by the information owners (commercial archives, closed national and international non-commercial resources); I.R. of limited usage (eg., shareware programs); freely distributed I.R. and freeware.

Information revolution is treated as 1) development of technologies (such as computers, digital communication, microchips) in the second half of the 20th century

that has led to dramatic reduction in the cost of obtaining, processing, storing, and transmitting information in all forms (text, graphics, audio, video), 2) profound changes involving new means of communication that permanently affect entire societies, changes that have shaken political structures and influenced economic development, communal activity, and personal behavior. Types of IRs: writing, printing, mass media, entertainment, media in the home, and the information highway.

Information security threats is any circumstance or event with the potential to adversely impact organizational operations (including mission, functions, image, or reputation), organizational assets, or individuals through an information system via unauthorized access, destruction, disclosure, modification of information, and/or denial of service. It is a possible danger that might exploit a vulnerability to breach security and therefore cause possible harm. A threat can be either “intentional” (i.e. hacking: an individual cracker or a criminal organization) or “accidental” (e.g. the possibility of a computer malfunctioning, or the possibility of a natural disaster such as an earthquake, a fire, or a tornado) or otherwise a circumstance, capability, action, or event.

A set of policies concerned with information security management, the Information security management systems, has been developed to manage, according to risk management principles, the countermeasures in order to accomplish to a security strategy set up following rules and regulations applicable in a country. Countermeasures are also called security controls; when applied to the transmission of information are named security services.

Information society is a society where the creation, distribution, use, integration and manipulation of information is a significant economic, political, and cultural activity. Its main driver are digital ICTs, which have resulted in an information explosion and are profoundly changing all aspects of social organization, including the economy, education, health, warfare, government and democracy. The people who have the means to partake in this form of society are sometimes called digital citizens. The markers of this rapid change may be technological, economic, occupational, spatial, cultural, or some combination of all of these. Information society is seen as the successor to industrial society. Closely related concepts are the post-industrial society (D. Bell), post-modern society, knowledge society, telematic society, Information Revolution, and network society (M. Castells).

I.C. has three main characteristics: 1) information is used as an economic resource; 2) it is possible to identify greater use of information among the general public. People use information more intensively in their activities as consumers; 3) the development of an information sector within the economy the function of which is to satisfy the general demand for information facilities and services.

Information space is the sphere of activity connected with the creation, processing and usage of information including individual and social consciousness, information and telecommunication infrastructure and information proper.

Information support of state visits is the activity of diplomatic establishments that envisages the elaboration of materials for the official delegation in order to support and promote the single official position of the state during all official contacts, to avoid double-meaning or divergence as well as to inform about the present condition of bilateral relations, issues directly or indirectly connected with them. Information resources include programs of the visit and protocol events, information about the composition of the official delegation, the agenda of official negotiations, biographical data of the official delegation members, materials for official speeches during protocol events, materials for mass media, reference (analytical and information) materials on political, economic, military and other relations between the states as well as defferent materials of country studies. After the visit the press service of the foreign office prepares the generalized information about the foreign reaction on the official visit.

Information system (IS) is any organized system for the collection, organization, storage and communication of information. More specifically, it is the study of complementary networks that people and organizations use to collect, filter, process, create and distribute data. A computer **IS** is 1) a system composed of people and computers that processes or interprets information (in a broad sense); 2) the software used to run a computerized database (in a narrow sense). An IS has a definitive Boundary, Users, Processors, Stores, Inputs, Outputs and the communication networks. Any specific IS aims to support operations, management and decision making.

Information warfare is the concept involving the use and management of ICT in pursuit of a competitive advantage over an opponent. I.W. may involve collection of tactical information, assurance(s) that one's own information is valid, spreading of propaganda or disinformation to demoralize or manipulate the enemy and the public, undermining the quality of opposing force information and denial of information-collection opportunities to opposing forces.

Information warfare can take many forms: television and radio transmission(s) can be jammed; television and radio transmission(s) can be hijacked for a disinformation campaign; logistics networks can be disabled; enemy communications networks can be disabled or spoofed; stock exchange transactions can be sabotaged, either with electronic intervention, by leaking sensitive information or by placing disinformation; the use of drones and other surveillance robots; communication management.

Information weapon includes any means and ways of information influence on an opponent. It differs from the conventional weapon as 1) it enables the achievement of the goal without visible preparations and declaration of war (secret character), 2) it can cause tremendous damage despite the border limitations and sovereignty (large-scale character), 3) it can be used by both military and civil structures against military and civil structures of the state to be distructed (universal character). Types of I.W.

include : 1) means of intelligence, information collection, telecommunications and similar systems; 2) means of impact on the information processed in information systems (eg., software), 3) means of impact on information infrastructure; 4) means of influence on human and social consciousness in general.

International communication (also referred to as **global communication** or **transnational communication**) is the communication practice that occurs across international borders. The need for I.C. was due to the increasing effects and influences of globalization. As a field of study, I.C. is a branch of communication studies, concerned with the scope of “government-to-government”, “business-to-business”, and “people-to-people” interactions at a global level. When communicating internationally it is important to take culture into consideration. Though English has become the language of business, many businesses fail to recognize that the language used does not determine how business is conducted. Therefore, it is important to understand that intercultural and international communications are interchangeable.

Since the cold war officially ended in 1990, the intense relations of super powers halted with the collapse of the Soviet Union, and the emergence of the Third World countries, the unequally developed communication order can no longer exist. The Third World called for ceasing their marginalized communication status. Especially when international communications stepped into the information age, the convergence of telecommunication and computing and the ability to move all type of data – pictures, words, sounds – via the Internet have revolutionized international information exchange.

International (Global) Information Space is the set of world’s information resources, information flows and information infrastructure which enable the information interaction of citizens, society and the state in all spheres of civilization activity with the equal access to open information sources on the basis of international law norms. Main features of I.I.S.: 1) continuity of the space that covers all territories and spheres of activity; 2) high technologic character because of the application of the most updated ICTs; 3) democratic character: any information is acceptable, accessible and valuable to some extent; 4) international character: I.I.S. can be used by both international and national bodies and organizations.

Internet censorship is the control or suppression of what can be accessed, published, or viewed on the Internet. It may be carried out by governments or by private organizations at the behest of government, regulators, or on their own initiative. Individuals and organizations may engage in self-censorship for moral, religious, or business reasons, to conform to societal norms, due to intimidation, or out of fear of legal or other consequences.

The extent of Internet censorship varies on a country-to-country basis. While most democratic countries have moderate Internet censorship, other countries go as far as to limit the access of information such as news and suppress discussion among citizens. Internet censorship also occurs in response to or in anticipation of events

such as elections, protests, and riots. An example is the increased censorship due to the events of the Arab Spring. Other areas of censorship include copyrights, defamation, harassment, and obscene material.

Internet governance means 1) the regulations of the content and conduct that are communicated and acted on through the Internet (a broad understanding); 2) the regulation of Internet infrastructure and the processes, systems, and institutions that regulate the fundamental systems that determine the capabilities of the Internet (a narrow understanding).

Architecture is the foundation of the Internet. The fundamental goal of the Internet architecture is to essentially create a network of networks by interconnecting various computer network systems globally. Organizations such as the Internet Corporation for Assigned Names and Numbers (ICANN) coordinate the various systems within the Internet on a global level to help preserve the operational stability of the Internet. For example, coordination of IP addresses and managing the Domain Name System (DNS) ensure computers and devices can correctly connect to the Internet and can communicate effectively globally.

i2010 – A European Information Society for growth and employment is an initiative offered by the EC in June 2005 as the strategic framework for the information society and media industries. It sets three priorities: 1) a Single European Information Space, 2) the strengthening of Innovation and Investment in ICT research and by doing so closing the gap with Europe's leading competitors, 3) the achievement of an Inclusive European Information Society that provides high quality public services and promotes quality of life. The Inclusive Information Society should benefit all citizens, improve public services, be more efficient and improve quality of life. Benefit for all can be reached by making ICT systems user friendly.

Knowledge economy is the use of knowledge to generate tangible and intangible values. Technology and in particular knowledge technology help to transform a part of human knowledge to machines. This knowledge can be used by decision support systems in various fields and generate economic values. K.E. is also possible without technology.

Other than the agricultural-intensive economies and labor-intensive economies, the global economy is in transition to a K.E., as an extension of an “information society” in the Information Age led by innovation. The transition requires that the rules and practices that determined success in the industrial economy need rewriting in an interconnected, globalized economy where knowledge resources such as trade secrets and expertise are as critical as other economic resources

MacBride report (the official title is “Many Voices. One World”) was a 1980 UNESCO publication written by the International Commission for the Study of Communication Problems, chaired by Irish Nobel laureate Seán MacBride. Its aim was to analyze communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a

kind of communication order (New World Information and Communication Order) to diminish these problems to further peace and human development.

Among the problems the report identified were concentration of the media, commercialization of the media, and unequal access to information and communication. The commission called for democratization of communication and strengthening of national media to avoid dependence on external sources, among others. While the report had strong international support, it was condemned by the United States and the United Kingdom as an attack on the freedom of the press, and both countries withdrew from UNESCO in protest in 1984 and 1985, respectively (and later rejoined in 2003 and 1997, respectively).

Media diplomacy is 1) *public diplomacy*, where state and nonstate actors use the media and other channels of communication to influence public opinion in foreign societies; 2) *media diplomacy*, where officials use the media to communicate with actors and to promote conflict resolution; and 3) *media-broker diplomacy*, where journalists temporarily assume the role of diplomats and serve as mediators in international negotiations. For example, the televised ultimatum President Kennedy sent to the USSR about the 1962 Cuban Missile Crisis, Nixon's visit to China in 1972 and Sadat's 1977 visit to Jerusalem were not acts of propaganda; they were designed to achieve breakthroughs in crises and conflicts. The news media become third parties in national and international conflict, helping primarily to transmit messages between the sides. They are particularly helpful in the pre-negotiation stage. They help enemies begin negotiations.

Nation branding aims to measure, build and manage the reputation of countries. Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasise their distinctive characteristics. The branding and image of a nation-state and the successful transference of this image to its exports - is just as important as what they actually produce and sell. Many governments have set the aim to improve their country's standing, as the image and reputation of a nation can dramatically influence its success in attracting tourism receipts and investment capital; in exports; in attracting a talented and creative workforce and in its cultural and political influence in the world. Nation branding appears to be practiced by many countries, including the United States, Canada, France, United Kingdom (where it is officially referred to as public diplomacy), Taiwan, Malaysia, Japan, China, South Korea, Singapore, South Africa, New Zealand, Israel and most Western European countries. The concept of measuring global perceptions of countries across several dimensions (culture, governance, people, exports, tourism, investment and immigration) was developed by S. Anholt. His original survey, the Anholt Nation Brands Index, was launched in 2005 and fielded four times a year.

Nation image is a set of real and artificially created characteristics of the system of state institutions, political, legal, economic systems the information about which is directed into the information and communication space in order to influence public

consciousness within and outside the state. N.I. is created under the influence of domestic factors (domestic policy, public opinion, political system, power personification etc.) which depend on the processes within the state, as well as foreign factors (foreign policy of the state, public opinion of a foreign state, image policy of the MFA etc.) which depend on the processes on the international arena.

N.I. structure: 1) objective component includes different characteristics of the object which image is being created, 2) subjective component includes the public stereotypes, attitudes, values, expectations, demographic composition etc., 3) purposeful component includes the goals of the created image.

News agency (information agency) is an organization that gathers news reports and sells them to subscribing news organizations. The major NAs generally prepare hard news stories and feature articles that can be used by other news organizations with little or no modification, and then sell them to other news organizations. They provide these articles in bulk electronically through wire services (originally they used telegraphy; today they frequently use the Internet). Corporations, individuals, analysts, and intelligence agencies may also subscribe.

There are global news agencies with offices in most countries of the world and cover all areas of information: Agence France-Presse, Associated Press and Reuters. All three began with and continue to operate on a basic philosophy of providing a single objective news feed to all subscribers; they do not provide separate feeds for conservative or liberal newspapers. NAs can be corporations that sell news (e.g., Press Association, Thomson Reuters and United Press International). Other agencies work cooperatively with large media companies, generating their news centrally and sharing local news stories the major news agencies may choose to pick up and redistribute (i.e., Associated Press (AP), Agence France-Presse (AFP) or American Press Agency (APA)). Governments may also control news agencies: China (Xinhua), Russia (ITAR-TASS) etc.

News sources, collectively, described as alternative media provide reporting which emphasizes a self-defined "non-corporate view" as a contrast to the points of view expressed in corporate media and government-generated news releases.

New World Information and Communication Order is a term that was coined in a debate over media representations of the developing world in UNESCO in the late 1970s and early 1980s. The term was widely used by the MacBride Commission which was charged with creation of a set of recommendations to make global media representation more equitable (*See* MacBride Report).

The fundamental issues of imbalances in global communication had been discussed for some time. It was stated that 1) the flow of news among nations is thin, that much attention is given to developed countries and little to less-developed ones, that important events are ignored and reality is distorted; 2) developing countries had little meaningful input into decisions about radio frequency allocations for satellites. In the 1970s these and other issues were taken up by the Non-Aligned Movement and debated within the United Nations and UNESCO.

Okinawa Charter on the Global Information Society was created at the Kyushu-Okinawa Summit in 2000. It was built on the International Development Goals. The UN vision of an information society is one that better enables people to fulfil their potential and realise their aspirations. At the G8 Kyushu-Okinawa Summit Meeting in 2000, ICT was singled out as one of the most potent forces in shaping the XXI century. Its revolutionary impact affects the way people live, learn and work and the way government interacts with civil society. ICT is fast becoming a vital engine of growth for the world economy. It is also enabling many enterprising individuals, firms and communities, in all parts of the globe, to address economic and social challenges with greater efficiency and imagination. Enormous opportunities are there to be seized and shared. The power the ICT lies in helping individuals and societies to use knowledge and ideas. The Charter represents a call to all, in both the public and private sectors to bridge the international information and knowledge divide through a solid framework of ICT-related policies and actions.

Organization for Security and Co-operation in Europe (OSCE) is the world's largest security-oriented intergovernmental organization. Its mandate includes issues such as arms control and the promotion of human rights, freedom of the press and fair elections. The OSCE is concerned with early warning, conflict prevention, crisis management, and post-conflict rehabilitation.

OSCE has its origins in the 1975 Conference on Security and Co-operation in Europe (CSCE) held in Helsinki, Finland. It was created during the Cold War era as an East–West forum. A unique aspect of the OSCE is the non-binding status of its constitutive charter. Rather than being a formal treaty ratified by national legislatures, the Helsinki Final Act represents a political commitment by the heads of government of all signatories to build security and cooperation in Europe on the basis of its provisions. This allows the OSCE to remain a flexible process for the evolution of improved cooperation, which avoids disputes and/or sanctions over implementation. By agreeing to these commitments, signatories for the first time accepted that treatment of citizens within their borders was also a matter of legitimate international concern.

Its 57 participating states are located in Europe, northern and central Asia and North America and cover much of the land area of the Northern Hemisphere.

Propaganda is a form of biased communication, aimed at promoting or demoting certain views, perceptions or agendas. P. is often associated with the psychological mechanisms of influencing and altering the attitude of a population toward a specific cause, position or political agenda in an effort to form a consensus to a standard set of belief patterns. P. is information that is not impartial and is used primarily to influence an audience and further an agenda, often by presenting facts selectively (perhaps lying by omission) to encourage a particular synthesis, or using loaded messages to produce an emotional rather than a rational response to the information presented.

While the term P. has acquired a strongly negative connotation by association with its most manipulative examples, P. in its original sense was a neutral descriptive

term and could refer to uses that were generally positive, such as public health recommendations, signs encouraging citizens to participate in a census or election, or messages encouraging persons to report crimes to law enforcement.

Psychological warfare denotes any action which is practiced mainly by psychological methods with the aim of evoking a planned psychological reaction in other people. Various techniques are used, and are aimed at influencing a target audience's value system, belief system, emotions, motives, reasoning, or behavior. It is used to induce confessions or reinforce attitudes and behaviors favorable to the originator's objectives. It is also used to destroy the morale of enemies through tactics that aim to depress troops psychological states. Target audiences can be governments, organizations, groups, and individuals, and is not just limited to soldiers. Civilians of foreign territories can also be targeted by technology and media so as to cause an effect in the government of their country.

Public diplomacy is defined as 1) the conduct of international relations by governments through public communications media and through dealings with a wide range of nongovernmental entities (political parties, corporations, trade associations, labor unions, educational institutions, religious organizations, ethnic groups, and so on including influential individuals) for the purpose of influencing the politics and actions of other governments; 2) the communication with foreign publics to establish a dialogue designed to inform and influence. P.D. that traditionally represents actions of governments to influence overseas publics within the foreign policy process has expanded today - by accident and design - beyond the realm of governments to include the media, multinational corporations, NGO's and faith-based organizations as active participants in the field. It is practiced through a variety of instruments and methods ranging from personal contact and media interviews to the Internet and educational exchanges.

Soft power is the ability to shape the preferences of others through appeal and attraction. The concept was developed by Joseph Nye to describe the ability to attract and co-opt rather than by coercion (*See Hard Power*), using force or giving money as a means of persuasion. S. P. is noncoercive; the currency of S. P. is culture, political values, and foreign policies. Recently, the term has also been used in changing and influencing social and public opinion through relatively less transparent channels and lobbying through powerful political and non-political organizations.

Twitterstorm is a sudden spike in activity surrounding a certain topic on the Twitter social media site. A Twitterstorm is often started by a single person who sends his or her followers a message often related to breaking news or a controversial debate. Using a certain and often original hashtag, the tweet quickly spreads as people are notified of the message and then reuse the hashtag with subsequent retweets and tweets.

When a specific tweet and hashtag are tweeted and retweeted quickly enough, the hashtag is included on Twitter's "trending" list and displayed to all Twitter users,

even those who are not a member of the hashtag user's list of followers. This often leads to the original message or hashtag crossing to other social media sites or the mainstream media, resulting in much deeper penetration into the collective conscience.

There are three types of Twitterstorms: 1. The perfect Twitterstorm: starts on Twitter, is picked up by traditional press and through various feedback loops and reaches a wide audience, even those who are not on Twitter. 2. The storm in a cup: a story that generates a relatively small interest on Twitter but is picked up by traditional media, so it still garners quite a wide audience. This usually occurs the mainstream media attempts to anticipate online trends before they actually occur. 3. The Twitter-only storm: a story that gains a significant volume of attention on Twitter but only might be of interest to a specific group and is not picked up by mainstream media.

United Nations is an international organization designed to make the enforcement of international law, security, economic development, social progress, and human rights easier for countries around the world. The term "United Nations" was coined in 1942 by W. Churchill and F. D. Roosevelt in the Declaration by United Nations made to officially state the cooperation of the Allies (Great Britain, the United States, and the Union of Soviet Socialist Republics) and other nations during WWII. The UN however was not officially founded until 1945 when the Charter of the United Nations was drafted at the UN Conference on International Organization in San Francisco, California. The conference was attended by 50 nations and several non-governmental organizations - all of which signed the Charter. The UN officially came into existence on October 24, 1945 after ratification of the Charter.

The principles of the UN as explained in the Charter are to save future generations from war, reaffirm human rights, and establish equal rights for all persons. In addition it also aims to promote justice, freedom, and social progress for the peoples of all of its member states.

Functions of the United Nations: 1) to maintain peace and security for all of its member states.; 2) to protect human rights and provide humanitarian assistance when needed.; 3) to assist in social and economic development through its UN Development Program; 4) to reduce poverty, child mortality, fight diseases and epidemics, and develop a global partnership.

The United Nations includes 193 member countries and its main headquarters are located in New York City.

Werbocracy means 1) all of the forms, documentation and policies you need to wade through to get anything done; 2) lots of paperwork and wasted time, only online or via the Internet (like beurocracy, only in Internet); 3) new forms of relationships established between administrations and citizens by means of Internet. Today, after e-commerce and e-business, the next Internet revolution is leading to e-democracy. It is expected that the Internet will progressively transform not only the way in which most public services are delivered, but also the fundamental relationship between Government and Citizens.

Win-win strategy is an approach to negotiation in which the parties structure an outcome so that all leave with a desirable result. Win-win negotiation focuses on building mutually beneficial agreements and is achieved through the process of bargaining which seeks to succeed through cooperation, collaboration and accommodating. In other words, negotiators aim to work together towards finding a solution to their differences that results in both sides being satisfied.

Key points when aiming for a Win-Win outcome include: 1. Focus on maintaining the relationship – “separate the people from the problem”. 2. Focus on interests not positions. 3. Generate a variety of options that offer gains to both parties before deciding what to do. 4. Aim for the result to be based on an objective standard.

World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations, created to encourage creative activity, to promote the protection of intellectual property (IP) throughout the world. It is the global forum for intellectual property services, policy, information and cooperation. WIPO was formally established by the Convention Establishing the World Intellectual Property Organization, which entered into force on April 26, 1970. WIPO became a specialized agency of the UN in 1974. The WIPO is responsible for promoting creative intellectual activity and for facilitating the transfer of technology related to industrial property to the developing countries in order to accelerate economic, social and cultural development, subject to the competence and responsibilities of the United Nations and its bodies, particularly the UN Conference on Trade and Development, the UN Development Programme and the UN Industrial Development Organization, as well as of the UNESCO and of other agencies within the UN system.

WIPO provides: 1) a policy forum to shape balanced international IP rules for a changing world; 2) global services to protect IP across borders and to resolve disputes; 3) technical infrastructure to connect IP systems and share knowledge; 4) cooperation and capacity-building programs to enable all countries to use IP for economic, social and cultural development; 5) a world reference source for IP information

WIPO currently has 188 member states, administers 26 international treaties, and is headquartered in Geneva, Switzerland.

World Summit on the Information Society (WSIS) was a pair of UN-sponsored conferences about information, communication and, in broad terms, the information society that took place in 2003 in Geneva and in 2005 in Tunis. One of its chief aims was to bridge the so-called global digital divide separating rich countries from poor countries by spreading access to the Internet in the developing world.

In 2003 at Geneva, delegates from 175 countries took part in the first phase of WSIS where they adopted a Declaration of Principles. This is a road map for achieving an information society accessible to all and based on shared knowledge. A Plan of Action sets out a goal of bringing 50 percent of the world's population online

by 2015. It does not spell out any specifics of how this might be achieved. The Geneva summit also left unresolved more controversial issues, including the question of Internet governance and funding.

The second phase took place from November 16 through 18, 2005, in Tunis, Tunisia. It resulted in agreement on 1) the Tunis Commitment where the states recognized that access to information and sharing and creation of knowledge contributes significantly to strengthening economic, social and cultural development and 2) the Tunis Agenda for the Information Society which called for the launch of the ICT Opportunity Index and the Digital Opportunity Index, which would build upon the common set of core ICT indicators as they were defined within the Partnership on Measuring ICT for Development. The participants agreed to create the Internet Governance Forum, a multi-stakeholder forum for policy dialogue on issues of Internet governance. It brings together all stakeholders in the Internet governance debate, whether they represent governments, the private sector or civil society, including the technical and academic community, on an equal basis and through an open and inclusive process.

The conferences established 17 May as World Information Society Day.

КАРПЧУК НАТАЛІЯ

СЛОВНИК ПОНЯТЬ ТА ТЕРМІНІВ

(англійською мовою)

нормативної навчальної дисципліни
«міжнародна інформація та суспільні комунікації»:
для студентів галузі знань 29 «міжнародні відносини»,
спеціальностей 291 «міжнародні відносини, суспільні комунікації та регіональні студії»
й 292 «міжнародні економічні відносини»

В авторській редакції